

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION

June 12, 2013

10:00 AM

LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY

5824 Florida Boulevard

Baton Rouge, LA 70806

CALL TO ORDER

Matt Garber called the meeting to order at 10:16 AM.

ROLL CALL

Melanie Tullier called roll and declared a quorum.

MEMBERS PRESENT

Matt Garber
Norm Brown, Jr.
Larry Fontenot
Venoy Kinnaird
Kenneth Thornhill
Dr. Tara Smith

MEMBERS ABSENT

Rickey Ables
Nelson Bordelon
Garry Jones
Kalvin R. Keys
Walter Tuma

PUBLIC COMMENTS

There were no comments

APPROVAL OF MINUTES FOR THE APRIL 18, 2013 MEETING

Mr. Brown made the motion to approve the minutes from the April 18, 2013 meeting. It was seconded by Mr. Fontenot and passed unanimously.

FINANCIAL REPORTS

Mr. Simon presented the Financial Report to the board. Mr. Brown made a motion to approve the Financial Report. Mr. Kinnaird seconded the motion, and it was approved unanimously.

DIRECTOR'S REPORT

- Mr. René Simon informed the board of the planning process of the United Sweet Potato Council meeting which will be held in January 2014.
- Mr. Simon updated the board on shows that he and Mary Gallent represented on behalf of the Commission.

OTHER BUSINESS

Consideration of Request for Proposals (RFPs) for Advertising Agencies

Mr. Garber called a recess at 10:31 AM in order for the Commission to review and rate the Request for Proposals (RFPs).

Mr. Garber called the meeting back to order at 11:19 AM.

Diane Allen & Associates was selected as the winning proposer. Mr. Kinnaird made a motion to accept Diane Allen & Associates as the advertising agency. Mr. Brown seconded the motion, and it was approved unanimously.

Consideration of Budget for FY 14

Mr. René Simon presented the proposed FY 14 budget to the board.

A motion was made by Mr. Fontenot to increase the funding allocated to the LSU Ag Center to \$50,000. Mr. Thornhill seconded the motion, and it was passed unanimously.

A motion was made by Mr. Brown to approve the budget with the amendment to the funding allocated to the LSU Ag Center. Mr. Kinnaird seconded the motion, and it was passed unanimously.

Time and Place for the next meeting

It will be announced at a later date.

Adjourn

Mr. Thornhill made the motion to adjourn. It was seconded by Mr. Kinnaird and passed unanimously.